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1. (ONCE AMENDED) A business support system comprising:
service request production means for producing service information request data in a predetermined form for an external processing system in response to a request of a user from a terminal apparatus used by the user, said terminal apparatus being one of a plurality of different communication means;

data form conversion means for converting the form of the service information request data produced by the service request production means into a form that can be processed by the external processing system and also for converting service information provided from the external processing system in response to said service information request data into said predetermined form; and

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service information providing means for providing the service information converted into the predetermined form by the data form conversion means to the terminal apparatus originating the request for the service information.

2. (ONCE AMENDED) The business support system as claimed in claim 1, further comprising:

sales campaign monitoring means for monitoring the effectiveness of a sales campaign based on the service information provided to customers; and

service information determining means for deciding which type of service information should be provided to customers depending on the effectiveness of the monitored sales campaign.

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5. (NEW) The business support system as claimed in claim 1, wherein said plurality of different communication means include a telephone, a facsimile machine, and a computer terminal.

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6. (NEW) The business support system as claimed in claim 1, further comprising:
data management means for managing the service information converted into the predetermined form by the data form conversion means; and

determining means for determining whether or not the service information is updated by accessing the external processing system,

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wherein said service information providing means provides the service information converted into the predetermined form by the data form conversion means from the data management means to the terminal apparatus, based on a determination by the determining

means.

7. (NEW) The business support system as claimed in claim 6, further comprising:
accessing means accessing the external processing system to sending the service information request data converted into the form that can be processed by the external processing system so as to obtain the service information in respect to the service information request data, when the determining means determines that the service information is not updated,

wherein the service information obtained from the external processing system is converted into the predetermined form by the data from conversion means, managed by the data management means, and provided to the terminal apparatus by the service information providing means.

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8. (NEW) A business support system comprising:
a service request production unit producing service information request data in a predetermined form for an external processing system in response to a request of a user from a terminal apparatus used by the user, said terminal apparatus being one of a plurality of different communication unit;

a data form conversion unit converting the form of the service information request data produced by the service request production unit into a form that can be processed by the external processing system and also for converting service information provided from the external processing system in response to said service information request data into said predetermined form; and

a service information providing unit for providing the service information converted into the predetermined form by the data form conversion unit to the terminal apparatus originating the request for the service information.

9. (NEW) The business support system as claimed in claim 8, further comprising:
a sales campaign monitoring unit monitoring the effectiveness of a sales campaign based on the service information provided to customers; and
a service information determining unit deciding which type of service information should be provided to customers depending on the effectiveness of the monitored sales campaign.

10. (NEW) The business support system as claimed in claim 9, further comprising a

service channel determining unit determining a providing unit for providing service information to the customer depending on the success rate of the monitored sales campaign.

11. (NEW) The business support system as claimed in claim 10, further comprising an adjusting unit ensuring that no one providing unit for providing service information determined by the service channel determining unit is overloaded.

12. (NEW) The business support system as claimed in claim 1, wherein said plurality of different communication unit include a telephone, a facsimile machine, and a computer terminal.

13. (NEW) The business support system as claimed in claim 8, further comprising: a data management unit managing the service information converted into the predetermined form by the data form conversion unit; and

a determining unit determining whether or not the service information is updated by accessing the external processing system,

wherein said service information providing unit provides the service information converted into the predetermined form by the data form conversion unit from the data management unit to the terminal apparatus, based on a determination by the determining unit.

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14. (NEW) The business support system as claimed in claim 13, further comprising: an accessing unit accessing the external processing system to sending the service information request data converted into the form that can be processed by the external processing system so as to obtain the service information in respect to the service information request data, when the determining unit determines that the service information is not updated,

wherein the service information obtained from the external processing system is converted into the predetermined form by the data from conversion unit, managed by the data management unit, and provided to the terminal apparatus by the service information providing unit.

REMARKS

I. STATUS OF THE CLAIMS